



# Hey, I'm Alessio. I am an italian user experience designer.

## Relevant experiences

### Baasbox

Previous:  
Lead Designer  
(Dec 2017 - Jul 2018)  
UX/UI Designer  
(Jan 2016 - Nov 2017)

#### Operative Director (COO)

from March 2020 till today

Main duties: supervision of the Baasbox team and Baasbox objectives; people management; criticality management; supervision of sales activities; definition and control of OKR and company productivity and growth.

Clients: Unilever, BNP Paribas, FitPrime, MrAllegri Tactics, Gambero Rosso, Xriba, FacilePark, Yome, GrowishPay, Togheter Price, Infocert.

#### Head of Product Design

from Agosto 2018 till today

Main duties: supervision of research, strategy, UX and UI activities; coordination of team members of the design area; management of positioning, marketing, lead generation and sales activities of the design area; design activities (research, user experience, user interface).

### Doppionodo Studio

#### Co-founder & Lead Designer

from September 2014 to September 2016

Main duties: project management; UX/UI design; research and data analysis; usability testing; developing support and quality assurance testing.

Clients: Lega B, Home Staging Lovers, Best Woman, Aziende locali.

### Freelance

#### Freelance UI/Visual Designer

from March 2011 to September 2017

Main duties: creation of visuals for advertising campaigns; design of website, mobile application and brand identities; graphic design for print and digital stuffs.

## My training journey in a nutshell

After obtaining a diploma and an internship as a surveyor, I embarked on a course of study at the Academy of Arts and New Technologies for the title of Interior & Product Designer.

Then I specialized in graphic and web design following training courses, continuing my journey in the digital product design and UX sector, until today.

During my work experience, in addition to operational skills in research, strategy, UX, UI and business, I have also developed skills about organization, planning, sales and human resource management, and also mentoring / teaching skills.

## Side projects

### The UX North Star

Book for junior and aspiring UX designer (+500 copies sold)

### UX Antimateria

File with +900 resources for UX Designer (lead generation stuff)

### UX Halley

LinkedIn bi-weekly newsletter for UX Designer (+1500 subs)

### Figma assets

+10 premium assets for Figma with +10k downloads worldwide

### Mentorship

Mentorship activities (Peekaboo, Superpeer, Designed, LinkedIn)

### Languages

Italian, mother tongue  
English, basic skill

### Working

Available for remote working or Rome area



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I authorize the processing of personal data contained in my curriculum vitae based on art. 13 of Legislative Decree 196/2003 and art. 13 GDPR 679/16.